

**Monthly Account
Performance Report
1 Feb 2021 — 28 Feb 2021**

COR Medspa

472-719-9888

Key Performance Indicators (KPIs)

Cost

\$4,755

↓ 12%

Conv

27.9

↓ 25%

Conv Rate

4.37%

↓ 15%

Cost / Conv

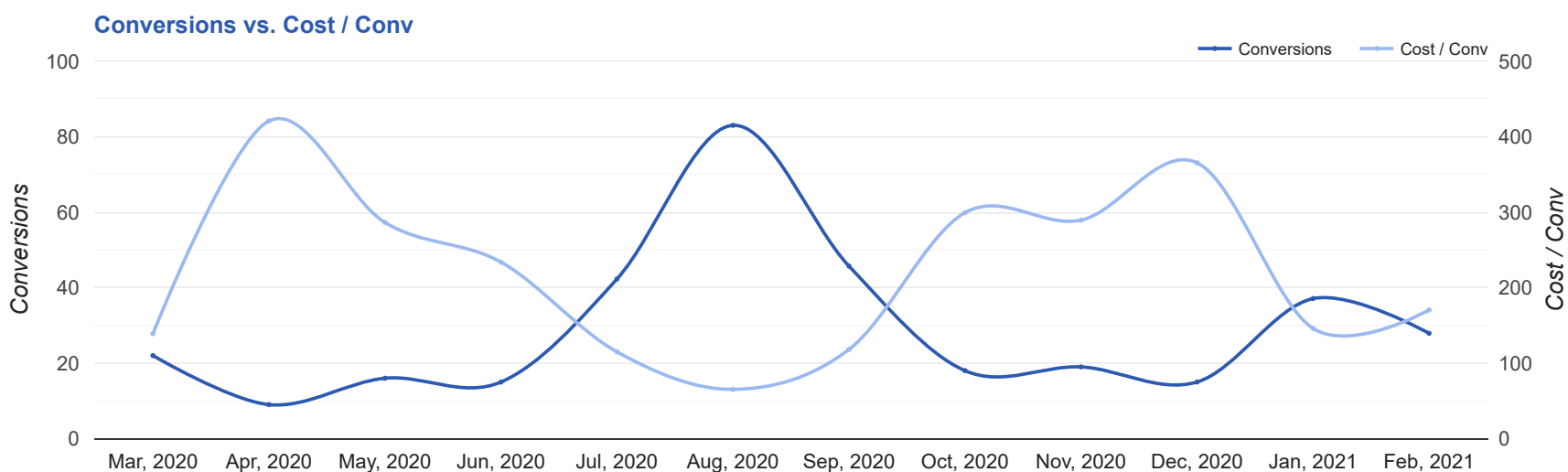
\$170.35

↑ 17%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	14,093	717	\$5,414.85	\$7.55	5.09%	-	37.1	5.17%	\$145.99	33.28%
1 Feb 2021 — 28 Feb 2021	11,197	639	\$4,754.57	\$7.44	5.71%	-	27.9	4.37%	\$170.35	35.84%
Change	2,896 ↓ 21%	78 ↓ 11%	\$660.28 ↓ 12%	\$0.11 ↓ 1%	0.62% ↑ 12%	--	9.18 ↓ 25%	0.80% ↓ 15%	\$24.36 ↑ 17%	2.56% ↑ 8%

Performance by Month - 1 Mar 2020 — 28 Feb 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Mar '20	3,719	225	\$3,059.46	\$13.60	6.05%	-	22	9.78%	\$139.07	84.31%
Apr '20	2,899	199	\$3,787.23	\$19.03	6.86%	-	9	4.52%	\$420.80	90.48%
May '20	2,487	190	\$4,581.50	\$24.11	7.64%	-	16	8.42%	\$286.34	73.9%
Jun '20	4,368	282	\$3,506.94	\$12.44	6.46%	-	15	5.32%	\$233.80	81.64%
Jul '20	6,712	423	\$4,859.43	\$11.49	6.3%	-	42.3	10%	\$114.91	77.6%
Aug '20	30,036	1,391	\$5,416.28	\$3.89	4.63%	-	83	5.97%	\$65.27	28.18%
Sep '20	24,705	1,062	\$5,404.10	\$5.09	4.3%	-	45.7	4.31%	\$118.17	35.6%
Oct '20	9,504	525	\$5,387.94	\$10.26	5.52%	-	18	3.43%	\$299.33	47.66%
Nov '20	14,156	568	\$5,498.83	\$9.68	4.01%	-	19	3.35%	\$289.41	41.59%
Dec '20	12,085	571	\$5,479.84	\$9.60	4.72%	-	15	2.63%	\$365.32	36.36%
Jan '21	14,093	717	\$5,414.85	\$7.55	5.09%	-	37.1	5.17%	\$145.99	33.28%
Feb '21	11,197	639	\$4,754.57	\$7.44	5.71%	-	27.9	4.37%	\$170.35	35.84%
Total	135,961	6,792	\$57,150.97	\$8.41	5%	-	350	5.15%	\$163.29	37.58%

Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	1,055	112	\$2,133.85	\$19.05	10.62%	-	14.9	13.31%	\$143.12	85.58%
search beta dermal fillers	2,063	175	\$728.57	\$4.16	8.48%	-	5	2.86%	\$145.71	64.68%
search beta microneedling	1,102	106	\$457.96	\$4.32	9.62%	-	3	2.83%	\$152.65	72.15%
search beta coolsculpting exp reach	5,172	159	\$979.84	\$6.16	3.07%	-	3	1.89%	\$326.61	26.18%
search beta hair restoration	1,805	87	\$454.35	\$5.22	4.82%	-	2	2.3%	\$227.18	34.29%

Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

Top Text Ads

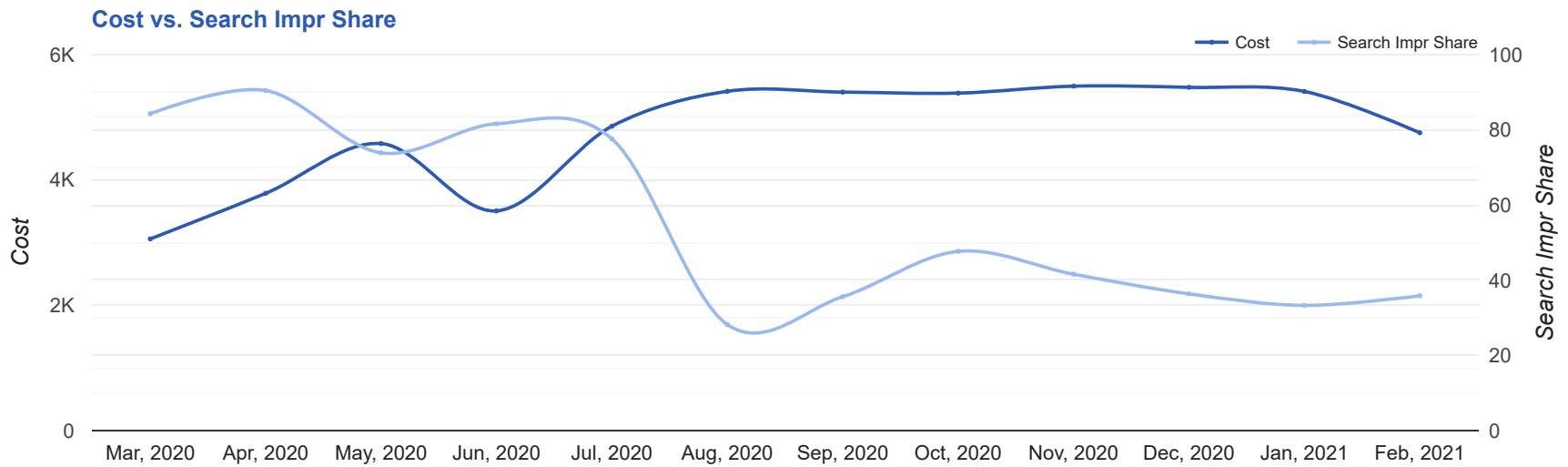
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in Denville, NJ - Biggest CoolSculpting® Promo www.cormedspa.com/ -- -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Denville, NJ.	468	44	\$837.36	\$19.03	9.40%	-	8.9	20.25%	\$93.98
{Keyword:COR Medspa} - Dermal Fillers in Denville, NJ - Smooth Wrinkles Restore Volume www.cormedspa.com/juvederm/ -- Juvederm Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results.	1,049	78	\$311.17	\$3.99	7.44%	-	4	5.13%	\$77.79
Hair Restoration in Denville - Effective Hair Restoration - Quick Treatment. No Downtime www.cormedspa.com/ Effective and Nonsurgical Alternative to Hair Transplant. Customized Hair Restoration	692	28	\$128.60	\$4.59	4.05%	-	2	7.14%	\$64.30
{Keyword:COR Medspa} - Microneedling Denville - Repair, Resurface & Rejuvenate www.cormedspa.com/ Comprehensive, Non-Invasive Skin Treatment that Naturally Repairs & Rejuvenates Skin.	155	13	\$83.46	\$6.42	8.39%	-	1.2	9.23%	\$69.55
CoolSculpting® Fat Reduction - Freeze Away Body Fat - 25% Off All CoolSculpting www.cormedspa.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	4	1	\$59.12	\$59.12	25.00%	-	1	100.00%	\$59.12

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2021 — 28 Feb 2021

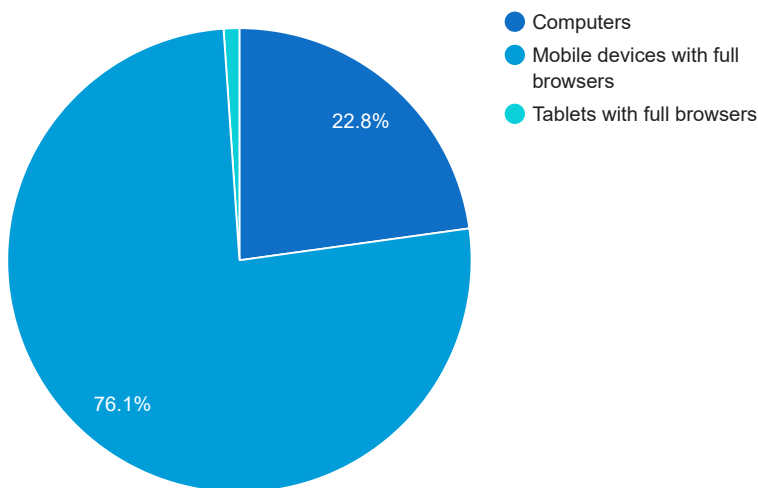
Budget Coverage



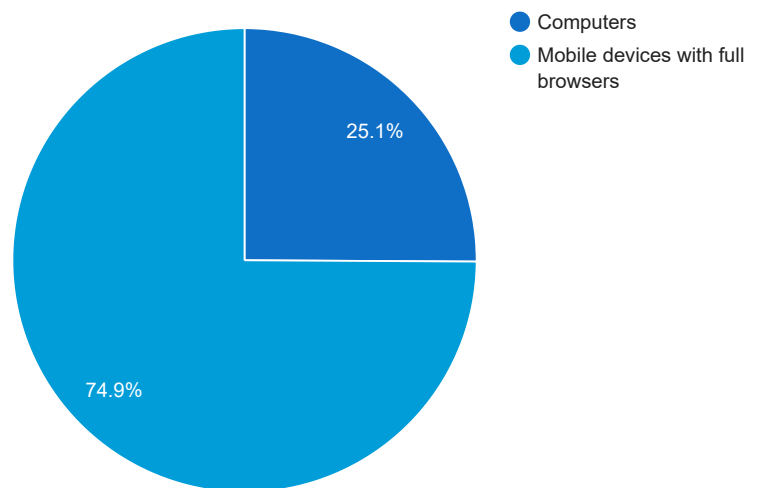
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	3,059.46	84.31
Apr, 2020	3,787.23	90.48
May, 2020	4,581.50	73.90
Jun, 2020	3,506.94	81.64
Jul, 2020	4,859.43	77.60
Aug, 2020	5,416.28	28.18
Sep, 2020	5,404.10	35.60
Oct, 2020	5,387.94	47.66
Nov, 2020	5,498.83	41.59
Dec, 2020	5,479.84	36.36
Jan, 2021	5,414.85	33.28
Feb, 2021	4,754.57	35.84

Cost and Conversions by Device

Cost



Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	8,361	509	\$3,618.36	\$7.11	6.09%	-	20.9	4.11%	\$173.04
Computers	2,602	118	\$1,084.32	\$9.19	4.53%	-	7	5.93%	\$154.90
Tablets with full browsers	234	12	\$51.89	\$4.32	5.13%	-	0	0%	\$0.00

Cost and Conversions by Network (Search vs. Display)

Cost



Conversions



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Google search	11,197	639	\$4,754.57	\$7.44	5.71%	-	27.9	4.37%	\$170.35

Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE	CONV
Form Submission	16.9
Phone Call	8
Click to Call	2
Calls from Website	1
Local actions - Website visits	0
Local actions - Other engagements	0
Clicks to call	0
Local actions - Directions	0
Local actions - Menu views	0

Glossary

- Impressions (Impr) - Number of times your ad was displayed
- Display Impression Share - Refers to the percentage of times your ad was shown in a display placement when evaluated against the maximum number of times it could have shown if not limited by budget or bid
- Search Impression Share - Refers to the percentage of times your ad was shown in search results when evaluated against the maximum number of times it could have shown if not limited by budget or bid
- Clicks - Number of clicks that resulted from an ad
- Avg. CPC - Cost per click
- CTR - Clickthrough Rate (CTR) is the number of clicks your ad receives divided by the number of times your ad is shown (impressions)
- Cost - Media spend accrued
- Avg Pos - Refers to the position of a search results pages where your ad appears for each of your ads
- Conversions - A conversion occurs when a user completes a pre-defined action on your site, such as buying something or requesting more information
- CPA - Cost-per-acquisition (CPA) is the cost of your advertising divided by the number of conversions you receive
- CR - Conversion rate
- Quality Score - is a metric used by Google to determine how relevant they believe your advertising to be based on the keywords your ad is appearing for